

13. The method of claim 2, wherein said computing step further comprises computing a value, said value based on a predicted number of visitors to a predetermined number of Web sites.

14. The method of claim 2, wherein said selecting step comprises:
selecting a predetermined number advertisements corresponding to a highest value; and
storing an identifier for each advertisement in an ad queue.

15. The method of claim 14, wherein an advertisement is served to a user from said ad queue. --

REMARKS

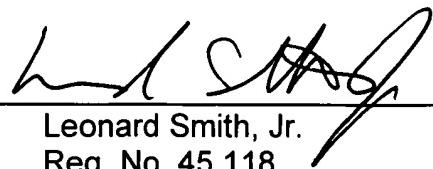
Please enter the above amendment in the subject case.

If there is any fee due in connection with the filing of this Preliminary Amendment, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,
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Dated: July 19, 2001

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